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HELSINGBORG, SWEDEN 2017-10-25

Convenience is a key word for all of Ecolean's packaging solutions. At this year's Gulfood Manufacturing, 31 October – 2 November in Dubai, visitors will experience how easy it is to use Ecolean's products in everyday situations.

For Ecolean, Gulfood Manufacturing is one of the most important events of the year. By inviting everyone to step into a Lighter World, Ecolean will showcase the entire packaging range. Via videos and interaction, visitors will experience the many convenience features that the Ecolean format offers – such as *microwaveability* – the aseptic packaging material without aluminium allows one to microwave the product while still in the package, *freeze-and squeeze* - due to its unique material and printing possibilities the package is completely waterproof and can be frozen, *no food waste* - easy to empty to the last drop and *re-closable* with the SnapQuick™ reclosing device, to give a few examples.

“The market in the MEASA region is developing very fast. We continue to see how Ecolean's strengths are confirmed by apparent consumer needs – such as our unmatched integrated convenience and strong sustainable benefits. That's what we intend to show everyone at Gulfood Manufacturing,” says Kamran Khan, Regional Director Ecolean Pakistan (Pvt) Ltd.

Ecolean can be found at **stand Z5-D24** at Gulfood Manufacturing, where you will be able to experience Ecolean's complete line of packaging solutions and efficient filling machines for chilled and ambient distribution.



ecolean
a lighter approach to packaging

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About Gulfood Manufacturing

Gulfood Manufacturing is the region's biggest food and beverage processing industry event which will connect participants and visitors with suppliers from 60 countries showcasing the latest food & beverage manufacturing business improvement tools.

About Ecolean

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Ecolean develops and manufactures innovative packaging systems for the dairy and liquid food industry. Ecolean's modern lightweight packaging is consumer convenience and environmental concern in one. Ecolean is a global company with its headquarters in Sweden. Established in 1996, it has commercial activities in more than 30 countries, with China, Pakistan and Russia being its largest markets. Ecolean has more than 300 employees.